

Message Text

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PAGE 01 ASUNCI 01165 261547Z

51

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E.O. 11652: N/A

TAGS: BBSR, PA

SUBJECT: WTDR HERBA MUSIC

REF: USDOC 2527

1. ADDRESS: CALLE GUILLERMO ARIAS 368, ASUNCION, PARAGUAY.

PHONE: 82444. OFFICER: MR. WLADIMIR M. BARRETO.

2. SMALL FIRM ESTABLISHED 1966. EMPLOYS 1. ACTS AS
AGENT, IMPORTER, WHOLESALE AND RETAILER OF MUSICAL
INSTRUMENTS AND EQUIPMENT.

3. FINANCIAL REFERENCES: BANO EXTERIOR S.A., CASILLA
POSTAL 824, ASUNCION, PARAGUAY. COMMERCIAL REFERENCES:
CBS MUSICAL INSTRUMENTS, 1300 EAST VALENCIA, FULLERTON,
CAL. 92631.

4. MAJOR FIRMS REPRESENTED: CBS MUSICAL INSTRUMENTS,
FULLERTON, CAL. 92631, MUSICAL INSTRUMENTS, SINCE 1966;
VINCENT BACH INTERNATIONAL, BOX 310, ELKART, INDIANA 46514,
MUSICAL INSTRUMENTS, SINCE 1955; CMI INTERNATIONAL, 7373
NORTH CICERO AVENUE, LINCOLNWOOD, ILLINOIS 60646,
MUSICAL INSTRUMENTS SINCE 1968.

5. WLADIMIR M. BARRETO, PROFESSIONALLY KNOWN AS PAPI
BARRETO, IS A WELL KNOWN AND RESPECTED PARAGUAYAN
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MUSICIAN (TRUMPET). HE HAS HIS OWN JAZZ GROUP, A

PARAGUAYAN FOLK MUSIC BAND, AND HE WAS ONE OF THE PIONEERS OF THE JAZZ CLUB OF ASUNCION. THESE ACTIVITIES HAVE MADE HIM VERY POPULAR IN LOCAL MUSICAL CIRCLES. IN 1966 HE BEGAN SELLING MUSICAL INSTRUMENTS. BARRETO OPERATES FROM HIS OWN HOME, IN THE CENTER OF ASUNCION, WHERE HE HAS A SMALL STOREROOM FOR HIS IMPORTS. BARRETO IS NOT KNOWN AS A BANK BORROWER. HE HAS A CURRENT ACCOUNT WITH A LOCAL BANK WHICH CONSIDERS HIM A SATISFACTORY CLIENT. LOCAL SOURCES INDICATE THAT HIS WORKING CAPITAL IS LIMITED. SINCE 1974 BARRETO HAS BEEN ASSOCIATED WITH ERNESTO J.W. EULERICH S., OWNER-MANAGER OF ELECTRONICASA, CASILLA POSTAL 66, CALLE COLON 385, ASUNCION, A FAIRLY NEW AND AGGRESSIVE MUSICAL INSTRUMENTS AND EQUIPMENT DEALER. THESE TWO FIRMS, WHILE COMPETING ON SOME LINES, COOPERATE IN THEIR SALES PROMOTION EFFORTS FOR CERTAIN TYPES OF MUSICAL INSTRUMENTS. BARRETO IS A GOOD MUSICIAN WITH EXCELLENT CONNECTIONS. HE SHOULD PERFORM WELL AS AN AGENT ON A COMMISSION BASIS. RECOMMEND TRANSACTIONS ON A CASH BASIS UNTIL CONFIDENCE CAN BE ESTABLISHED. LANDAU

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